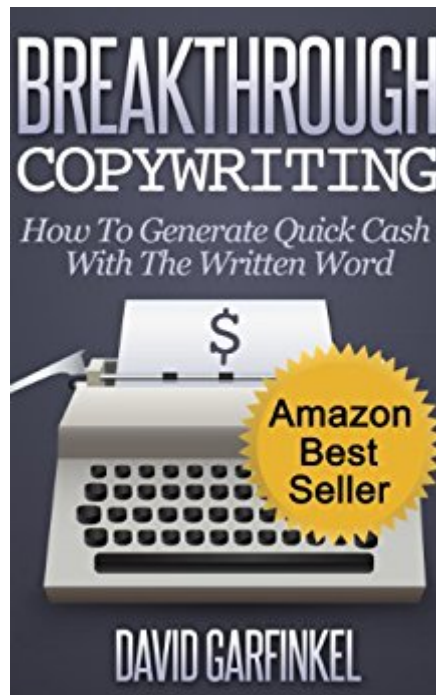


The book was found

Breakthrough Copywriting: How To Generate Quick Cash With The Written Word



Synopsis

â œBreakthrough Copywriting Secrets That Turn Words Into Wealth!â • Kiss your business problems goodbyeâ | take the risk out of advertisingâ | andâ | boost profits by 100%, 200%, 500% or maybe moreâ | with these insider secrets of crafting world-class sales copy you wonâ™t find anywhere else."David Garfinkel is my friend, my mentor, and my copywriting guide. I've hired him in the past, we've coauthored projects together, and I turn to him for advice and guidance. I also send clients to him from time to time. He can make copywriting seem simple because of the way he teaches, explains, and gently awakens the slumbering copywriter inside you. If you have the opportunity to learn from him, take it â" your life (and your fortune) will be changed forever for the better.â • Joe Vitale, best selling author of "Attract Money Now", "Zero Limits", "The Miracles Manual" and more."David Garfinkel has generated tens of millions of dollars in sales - and substantial profits - for his clients. To paraphrase the old Dean Witter ad, 'When David Garfinkel speaks or writes, savvy marketers listen and act.'" Alan N. Schlaifer, President, The Wharton School Club, Washington, DC "David, thank you for your copywriting help. With the information you helped me with, I was able to write a brand new website salesletter that sold over 211 CD's in less than 3 days. Because of this new salesletter, I will put a extra \$60,000 of cold hard cash in my pocket this month. Your information is invaluable! Thank you, Thank you, Thank you!" Matt Bacak, The Powerful Promoter, powerfulpromoter.com

Copywriting is the heart of entrepreneurship and should: (1) produce a bankable return on investment from advertising, (2) generate measurable results and (3) rely on proven direct response methods that work by formula rather than by guesswork. Try getting that from mainstream ad agencies. Good luck. Because their agenda is not to help you make a profitâ | butâ | to make a profit for themselves. However, if you want to know what works in the real worldâ | thenâ | "Breakthrough Copywriting" is mandatory. Because you wonâ™t stumble across this amazing stuff anywhere else. Here is just a little of what you will discover inside:â

- How to apply the secret Breakthrough Copywriting Model I invented! My four-part formula lets anyone write brutally-effective copy that maximizes the response and profits of any ad or website!â
- What â œCopywriting Junctionâ • isâ | andâ | why it holds the key to making the most money from advertisingâ | no matter what business youâ™re in!â
- How to write better ad copy than 99.5% of all traditional agencies! (Never be at the mercy of another ad agency, consultant or copywriter who doesnâ™t know what theyâ™re talking about â" most donâ™t - again.)â
- The forbidden â œEavesdropâ • secret - taught to Hollywood screenwriters â" guaranteed to warp speed your copywriting ability from novice to expert in no time flat!â
- The â œCâ • Factor: How it forces people to read your ad, letter or website from top to bottomâ | whip out their walletâ | andâ | buy on the spot!â
- How to write

emotion-packed copy that generates immediate response! • How to get a flood of customers • “ in fact, more than you could handle • “ without the usual frustration, stress and struggle! • How to tap the deep reservoirs of the subconscious mind and burst open the floodgates to greater success at a faster rate! (It’s easier than you think!) • The “ Anatomy of a Sales Message • revealed! At last, discover the six parts every promotion • “ online or offline • “ must have to pull in staggering results! • How to “ genetically • engineer break-the-bank promotions that almost never quit bringing in piles of cash! • How to write such monster winners your kids and grand kids will never have to work a day in their lives! (Don’t laugh. It’s happened before • and • it could happen to you.) You get the opportunity to learn the hottest money-making copywriting secrets in the world.

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Customer Reviews

This is not going to be a breathless puff-piece review. I will do my best to let you really get a feel for the book - rather than simply praising it to high-heaven (which I could certainly do) **DISCLAIMER** - I was given a review copy of the book. My review is written from that. I liked the book -- except for the flaws -- see below -- and would tell you if the book wasn't worth the price.... **BIG INSIGHT NUMBER ONE** Here's the first big insight you'll get from the book - from Chapter 1... "Copywriting is about

communicating with the emotional part of a person's mind in a way that makes sense to the rational mind. The emotional part of your mind is called your unconscious mind."The rest of the book helps you communicate emotionally ...AND in a way that is logical, rational, and makes sense. You will learn how to arouse emotions, use those emotions to help the prospect FEEL all the great benefits of your products or services... and also guide the reader into logical, rational reassurances that the buying decision is a wise one.Brilliant concept, isn't it.And the author keeps it as simple as possible too!You will learn skills, techniques, and have real-world examples in four main areas - thinking, feeling, insight, and energy.Here's another quote from Chapter One that lays out those found areas" The Breakthrough Copywriting Model is designed to help you do just this. It is unique because it covers skills and tools in four areas:1. Thinking is vitally important. But this is also what you learn from virtually every other copywriting book or seminar.2.

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